

NSF I-Corp Vlogging Broadening Participation Messaging Campaign Intern



Project Title	NSF I-Corp Vlogging Broadening Participation Messaging Campaign Intern
Project Summary	Support the NSF I-Corps Broadening Participation Messaging Campaign by engaging with underserved communities, focused on MSIs. Engage with a larger community and increase awareness about the impact of I-Corps and I-Corps innovation program.
Country	United States

Project Description

NSF's I-Corps program supports researchers seeking to take ideas from the research lab to commercial products. As an intern, the individuals will be members of the I-Corps team tasked with finding creative ways to utilize vlogging and social media to create awareness of the I-Corps program, broaden participation and spread the message of the impact of I-Corps on the creation of innovation and entrepreneurial opportunities nationwide.

The Vlogging will share I-Corps activities at universities as well as capture the I-Corps teams and others being supported by I-Corps. Some ideas include video tours of I-Corps Nodes or Sites, holiday themed social media posts or videos. This may also include contacting past I-Corps participants to see where they are now. With over 600 startups, learn where teams took their ideas as a means to inspire others to join the I-Corps programs. The intern will also need to use and create tags for people to post to. Examples include #nsficorps, #nsfstories, #nsffunded. Because of the way social media works to garner more visibility it is encouraged that more broad hashtags are used ex: #science, #STEM, and the same goes for holidays ex: #piday. The intern will also be responsible for supporting the I-Corps Broadening Participation Messaging Campaign. This is a campaign that focuses on engaging with traditionally underserved communities. This will mean extending the same challenges and vlog ideas to MSI's. This lends itself to more intersectional tags for social media.

Required Skills or Interests

Skill(s)

Analytical writing

Storytelling/blogging/vlogging

Videography

Additional Information

Vlogging and social media campaign experience or interest is helpful, as is analytical writing and graphic design. Learn more about I-Corps innovation at https://www.nsf.gov/news/special_reports/i-corps/

Language Requirements

None